



USDA Weekly Retail Turkey Feature Activity

Fri. Mar 17, 2006

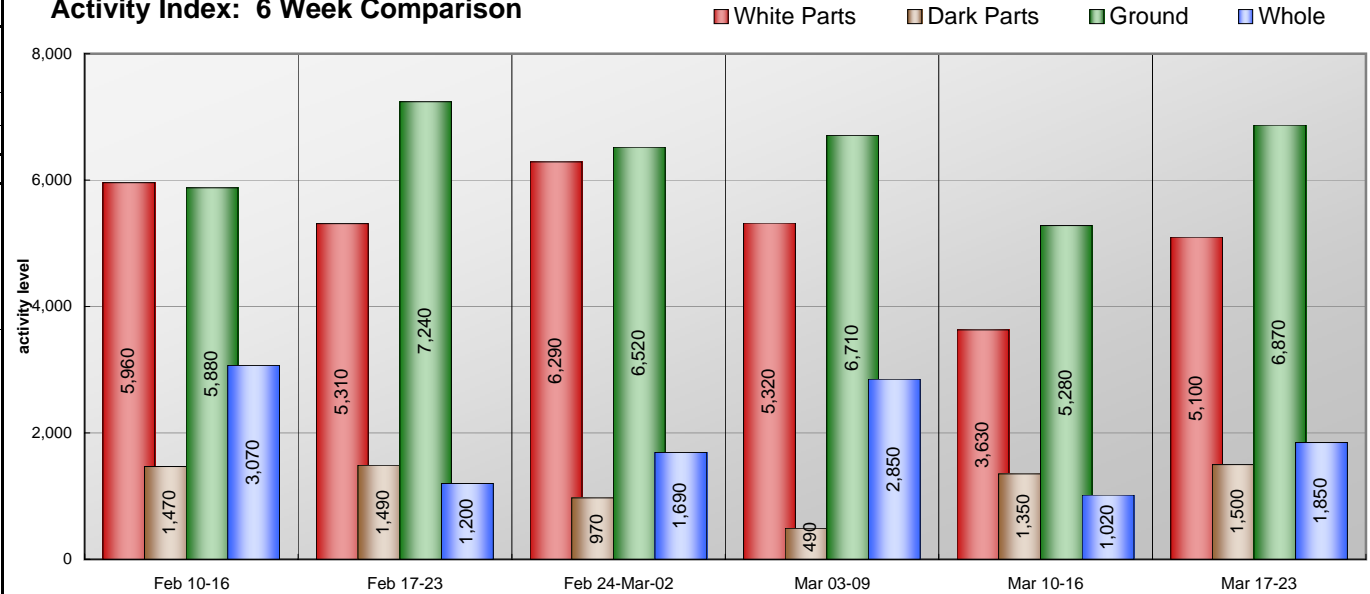
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 03/17 thru 03/23.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY

	THIS WEEK		LAST WEEK	
Feature Rate 1/	48.3% of 17,000 outlets		44.2% of 17,000 outlets	
Special Rate 4/	4.9%		11.4%	
Activity Index 2/	15,320		11,280	
3/	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:				
Fresh - Hens	380	1.38		
" - Toms	330	1.44		
Frozen - Hens	570	1.03	550	1.04
" - Toms	570	1.03	470	0.98
PARTS:				
Breast:				
Bone-in, whole				
Fresh	450	2.09	950	1.74
Frozen	740	1.48	310	1.27
Hotel Style				
Fresh	10	0.88	50	1.49
Frozen				
Split, bone-in				
Fresh			10	2.28
Rotisserie	2,490	7.06	1,240	6.47
Boneless, whole				
Cutlets	1,160	3.69	810	3.99
Strips				
Tenders	250	3.93	260	3.96
Drumsticks				
Thighs	680	1.29	600	1.05
Wings	10	1.39	20	1.59
Necks	680	1.29	520	0.97
Smoked Drumsticks	100	1.29		
Smoked Wings	30	1.39	80	1.29
Smoked Necks			130	1.57
GROUND TURKEY:				
Patties	6,870	2.57	5,280	2.83
Sausage	960	2.44	520	2.53
85% lean	1,250	2.51	1,300	2.70
93% lean	550	1.28	490	1.70
Breast	2,790	2.28	1,890	2.68
	1,320	3.85	1,080	3.90

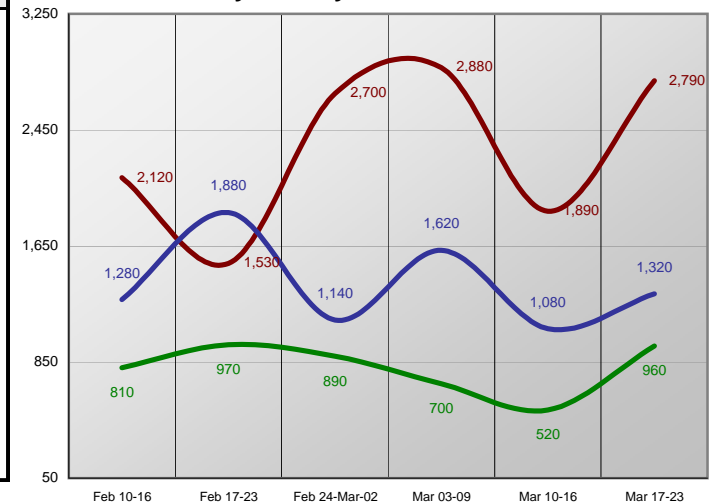
Activity Index: 6 Week Comparison



Turkey Featuring - 03/17 thru 03/23

Retail featuring of turkey items this week is more active than for last week led by another large showing of whole breasts and of ground product. Whole birds, fresh and frozen, continue to see weekly promotions at firm to higher price levels. Bone-in breasts, while up in price, have dropped slightly in offerings. Rotisserie breasts are prevalent at higher feature prices while boneless breast cuts are about steady on offerings but lower on price. Fresh dark parts are being featured more than the past week at higher price levels. Turkey grinds continue to enjoy good feature activity but average feature prices are down from last week across the board. Limited featuring of kosher turkey items for Passover, mostly whole birds and breasts, was noted but St. Patrick's Day features dominate retail circulars this week.

Ground Turkey Activity



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/: FEATURE RATE: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 2/ Activity Index 3/	47.9% of 7,900 sampled outlets 8.9% of stores w/ no-price promotions Activity Index = 7,360			41.2% of 5,200 sampled outlets 2.3% of stores w/ no-price promotions Activity Index = 3,610			58.7% of 3,900 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 4,350		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens	1.29 - 1.59	330 1.44					0.99	50 0.99	
" - Toms	1.29 - 1.59	330 1.44							
Frozen - Hens	0.99	220 0.99		0.68 - 1.29	350 1.06				
" - Toms	0.99	220 0.99		0.68 - 1.29	350 1.06				
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.99 - 2.29	440 2.07					2.99	10 2.99	
Frozen	1.29 - 1.89	170 1.66		0.68 - 1.89	300 1.43		1.19 - 1.69	270 1.41	
Hotel Style									
Fresh	0.88	10 0.88							
Frozen									
Split, bone-in									
Fresh									
Rotisserie	3.99 - 7.99	830 5.93		3.99 - 7.99	390 6.04		6.99 - 8.99	1,270 8.11	
Boneless, whole									
Cutlets	2.49 - 4.49	990 3.55		3.49 - 4.54	170 4.49				
Strips									
Tenders	3.49 - 3.99	70 3.76		3.98 - 3.99	170 3.99		4.19	10 4.19	
Drumsticks	1.39	10 1.39		1.28 - 1.29	170 1.29		1.29 - 1.39	500 1.29	
Thighs	1.39	10 1.39							
Wings	1.39	10 1.39		1.28 - 1.29	170 1.29		1.29	500 1.29	
Necks				1.29	100 1.29				
Smoked Drumsticks	1.39	30 1.39							
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	1.91 - 2.79	740 2.36		1.99 - 2.99	100 2.65		2.75	120 2.75	
Sausage	2.39 - 3.00	650 2.50		2.05 - 2.50	200 2.42		2.46 - 3.02	400 2.58	
85% lean	1.79	210 1.79		0.80 - 1.79	210 0.82		1.20	130 1.20	
93% lean	1.91 - 2.99	1,450 2.18		1.59 - 3.00	570 2.37		2.04 - 2.75	770 2.41	
Breast	3.48 - 3.99	640 3.78		2.50 - 3.99	360 3.52		4.39	320 4.39	

Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>

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